

Message Text

UNCLASSIFIED

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FM SECSTATE WASHDC

TO AMEMBASSY SEOUL

UNCLAS STATE 240933

E.O. 11652: N/A

TAGS: BTRA, KS

SUBJECT: VISIT OF PETER A. SEARS V.P. - SMITH, KLEIN
AND FRENCH

PETER SEARS VICE-PRESIDENT AND AREA DIRECTOR FOR CANADA,
ASIA AND PACIFIC OF SMITH, KLEIN AND FRENCH WILL BE IN
KOREA TOWARD THE MIDDLE OF OCTOBER. HIS PROBLEM CONCERNS
THE EXTENSION OF A TECHNICAL ASSISTANCE AGREEMENT FOR
"CONTAC" (A COLD REMEDY), ON THE CONDITION THAT THE
FOREIGN TRADEMARK AND REFERENCE TO COMPANY AS TRADEMARK
LICENSOR BE DELETED FROM LOCAL ADVERTISING, DISPLAY MATER-
IAL AND PACKAGING. SEARS PLANS TO CALL AT EMBASSY TO
DISCUSS THE PROBLEM WITH THE COMMERCIAL CONSELLOR. PLEASE
RENDER APPROPRIATE ASSISTANCE. ROBINSON

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Message Attributes

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